

Pilot programs target East LA and Inglewood

Creating and sustaining a long-term community presence is critical to changing the behavior of residents. In order to assess the effectiveness of outreach strategies that lead to behavior change, Project Pollution Prevention will be conducting pilot programs in two key areas of L.A. County. The pilot communities will be in East Los Angeles and the city of Inglewood. These key areas were selected based on criteria established for pilot programs including: population demographics; existing infrastructure; presence of established community-based organizations; recognized leadership and solid participation by small businesses. In addition to East L.A., the Latino focused pilot program will also lend support to the Lennox area.

Providing easy to understand information at the grassroots level via outlets that people respect and trust can go a long way toward increasing awareness of issues like stormwater pollution, and creating awareness is the first step in encouraging behavior change.

The programs will also utilize a variety of tactics to promote stormwater pollution prevention behaviors in each community. Recognizing that one approach might not be successful in both areas, outreach efforts will be tailored for various target audiences, including Neat Neighbors, Fix-it Foul-ups and Rubbish Rebels within the communities. Activities may include: community clean-up days, the formation of community task forces, participation in community events and outreach via local media.

The August issue of Project Pollution Prevention News will include a feature on the pilot program in East Los Angeles. ♦

did you know?

Each year, the County cleans enough miles of flood control channel to reach from L.A. to Utah and removes enough trash to cover a football field two stories deep!

Introducing Project Pollution Prevention News

On behalf of the County of Los Angeles, I'm pleased to introduce the new monthly newsletter for Project Pollution Prevention. I hope you find it useful and informative. The newsletter will include information about stormwater program activities and keep you up to date about recent efforts. The newsletter will also give your city or organization an opportunity to promote an event or publicize a successful outreach program. Please refer to the back page of this issue for information regarding article submission. As partners in achieving NPDES goals, we appreciate your efforts and want to assist you in any way we can. Thanks for your continued support and assistance in making L.A. County a cleaner place for all of us.

Jim Noyes

Director of Public Works

County, NBC4 collaborate

Did you know that each person throws away an average of seven pounds of trash every day? That means in Los Angeles County we generate 35,000 tons of trash per day – that's enough to fill Dodger Stadium every 10 days!

In an effort to raise the environmental awareness amongst L.A. County residents, the County of Los Angeles has partnered with KNBC Channel 4 to create "4 Our Planet," a unique media-based environmental awareness program. Aimed at inspiring County residents to get involved in pollution prevention, "4 Our Planet" will feature monthly educational news stories and public service announcements centered on important topics such as stormwater pollution, household hazardous waste and used motor oil recycling. The "4 Our Planet" spots will air primarily during the Channel 4 News at 5 p.m., which reaches more than 15 million viewers regularly.

KNBC weatherman Fritz Coleman will serve as the "4 Our Planet" spokesperson and provide regular pollution prevention tips and environmental information during his weather segments.

In addition, the program will include regular environmental feature stories utilizing County experts, coverage of local events and a monthly Environmental Defenders Award presented to a school taking environmental action in the community. KNBC also dedicated a section of its Web site which includes environmental resources, as well as information as to how and where local residents can get involved in pollution prevention.

"4 Our Planet" kicked-off in April and will continue to run throughout the upcoming summer months. So keep your eye out "4 Our Planet" and continue to do your part in keeping our planet beautiful! ♦

July 12, 2003

9 am - 3 pm

9 am - 2 pm

July 19, 2003

9 am - 11 am

9 am - 11 am

9 am - 3 pm

July 26, 2003

9 am - 11 am

9 am - 3 pm

For info call 1 (888) CLEAN LA

Household Hazardous Waste Collection Events

City of Industry — Industry City Hall
 15651 East Stafford St. (City Hall Parking Lot)

La Habra Heights — Hacienda Park
 Hacienda Blvd. and Encanada Dr.

Smart Gardening Program Workshops

Arcadia — LA County Botanic Garden
 301 N. Baldwin Ave.

Covina — Charter Oak Park
 20261 Covina Blvd.

Household Hazardous Waste Collection Event

Downey — Downey High School, South Parking Lot
 11040 Brookshire Ave. (Firestone Blvd. and Brookshire Ave.)

Smart Gardening Program Workshop

Rowland Heights — Peter F. Schabarum Park
 17250 E. Colima Rd.

Household Hazardous Waste Collection Event

Hawthorne — Betty Ainsworth Sports Center
 El Segundo Blvd. and Doty Ave.

Please submit articles or event information four weeks in advance to Denisse Salazar at dsalazar@ladpw.org.

*If you would like to receive this newsletter
 via email, please send your email address
 to Denisse Salazar at dsalazar@ladpw.org*

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